

14 OCT 1980

MEMORANDUM FOR: Acting Director of Central Intelligence

FROM : Harry E. Fitzwater  
Director of Personnel Policy, Planning,  
and Management

SUBJECT : Nomination of the Office of Public Affairs for  
the Congressional Award for Exemplary Service  
to the Public

1. Action Requested: That you sign the forwarding letter and documents nominating the Office of Public Affairs for the Congressional Award for Exemplary Service to the Public.

2. Background: The Office of Personnel Management, in cooperation with Congressman Elliott H. Levitas and Congressman Benjamin A. Gilman, has established this program of special recognition for individuals or groups who provide exemplary service to the public, with special emphasis on courtesy. Through such positive reinforcement, and publicizing these efforts, the program intends to improve the public's image of Federal civil servants. Recognition will take the form of a plaque or certificate to be presented to the winners. Finalists will receive letters jointly signed by the sponsors.

3. Staff Position: The Office of Public Affairs has established an outstanding record of courteous service to the public. The performance spelled out in the attached nomination is worthy of recognition and makes a most favorable representation of this Agency.

4. Recommendation: That you sign the nominating document in support of the Office of Public Affairs as the Agency's nominee for the Congressional Award for Exemplary Service to the Public.

  
Harry E. Fitzwater

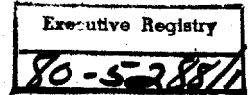
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Attachments:  
As Stated

The Director  
Central Intelligence Agency



Washington, D. C. 20505



October 14, 1980

Incentive Awards Branch, WED  
Office of Personnel Management  
1900 E Street, N.W.  
Washington, D.C. 20415

Dear Sir:

It is with great pleasure that I nominate the Office of Public Affairs of this Agency for the Congressional Award for Exemplary Service to the Public.

The Office of Public Affairs has for some time been dedicated to an affirmative program of responsiveness in Government. The manner in which the employees of this Office have pursued that objective has resulted in an overwhelmingly favorable reaction from a greatly enlightened and supportive segment of the American public. From high school and college students requesting help in researching questions concerning intelligence issues to media members seeking assistance in preparing presentations on the Central Intelligence Agency, praise has come for the help and cooperation that has been given them.

I believe that the record of the Office of Public Affairs of this Agency makes it particularly deserving of the recognition associated with the Congressional Award for Exemplary Service to the Public.

Sincerely,



Frank C. Carlucci  
Acting Director

STATINTL

Enclosures

Central Intelligence Agency

Executive Registry

80-52881

Washington, D.C. 20505

Incentive Awards Branch, WED  
Office of Personnel Management  
1900 E Street, N.W.  
Washington, D.C. 20415

Dear Sir:

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The Office of Public Affairs has for some time been dedicated to an affirmative program of openness in Government. The manner in which the employees of this Office have pursued that objective has resulted in an overwhelmingly favorable response from a greatly enlightened and supportive segment of the American public. From high school and college students requesting help in researching questions concerning intelligence issues to media members seeking assistance in preparing presentations on the Central Intelligence Agency, praise has come for the help and cooperation that has been given them.

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Sincerely,

Frank C. Carlucci  
Acting Director

Enclosures

## Distribution:

Orig - Adse

1 - DCI

1 - DDCI

1 - ER

1 - D/PPPM

2 - C/BSO

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DD/PPPM/SP/BSO [redacted] tac (7 Oct 80)

retyped: OD/PPPM/k

Originator:

Harry E. Fitzwater

Director of Personnel  
Policy, Planning, and Management

OCT 1980

<sup>1</sup> Name of Nominee: Hetu, Herbert E. (Group Leader)  
(surname, first name, middle initial)

<sup>1</sup> Job Title: Director of Public Affairs Grade or Rank: SIS-4

Employing Agency: Central Intelligence Agency Organization: Office of Public Affairs

Mailing Address: Washington, D.C. 20505

Brief Description of Exemplary Service to the Public  
Reflecting Credit Upon Federal Personnel:

See Attachment A

Suggested Citation Describing the Achievement (not to exceed 75 words):

See Attachment B

**/s/ Frank C. Carlucci**

Frank C. Carlucci 14 OCT 1980

Signature of Agency Head  
(or designee)

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Name of Person to Contact

Regarding Nomination: [REDACTED] Phone Number: 351-4078

Nominations should be submitted to: Incentive Awards Branch, WED  
Office of Personnel Management  
1900 E Street, N.W.  
Washington, D.C. 20415  
(Due C.O.B. 10/17/80)

<sup>1</sup> If group nomination, provide information here for group leader, attach listing for other members of the group.

See Attachment C

about the role of intelligence and the responsibilities of CIA.

The new policy had a vital counterpoint: secrets essential to an effective intelligence organization must be protected at all costs. Thus, a major objective was to acquaint the public with this need, and to draw that line in all public activities.

In a sharp departure from previous years, the Public Affairs Office accepted the challenge of establishing a new and innovative program in 1978 designed to let the public learn something about the CIA and what it represents. The program has had a dramatic and highly successful impact, and can be illustrated by the following major activities:

#### VISITATION

Having the public see, hear and talk to Agency employees is at the heart of the program to restore and sustain public confidence. Under the sponsorship of the Public Affairs Office, forty-one unrelated groups -- totaling several thousand people -- visited the CIA Headquarters in 1979 to hear presentations by the DCI or other senior officials on intelligence issues and for candid and forthright discussions of those issues with senior employees. Typical of the groups visiting the CIA's Headquarters complex after working hours were alumni from Princeton, Cornell, MIT, Amherst, and Vassar; the annual convention of the National Newspaper Association, and the Young President's Organization. Public Affairs prepared a highly imaginative audio visual show (multi-projector) that provides the visitors with an interesting and informative overview of intelligence through the eyes of its own employees. An important innovation was initiated for the alumni groups: Agency employees who are graduates of the respective colleges participate in the program arranged for the visitors. The response to this program has been overwhelmingly favorable and has resulted in a greatly enlightened and supportive segment of the American public.

#### SPEAKERS PROGRAM

In 1979 the DCI and the DDCI carried the Agency's message to some 30 major audiences, holding 8 news conferences, and making 5 appearances on radio or TV. Other senior Agency employees, under the sponsorship of the newly established Speakers Bureau of the Public Affairs Office, spoke to some 30 individual groups locally and outside the metropolitan area. The Speakers Bureau is engaged in selecting and training Agency "volunteer" speakers, evaluating requests for speakers and making necessary arrangements, and providing advisory kits and speech outlines to speakers. The program is expanding at a rapid pace as the public's awareness of high-quality Agency spokespersons increases.

### DISSEMINATION OF UNCLASSIFIED RESEARCH

Anticipating the ever-increasing public demand for the Agency's unclassified research, the Office established new procedures for making such products more readily available to the public. Arrangements for supplying materials on a regular basis to the National Technical Information Service of the Department of Commerce were completed and greater efficiency was established in the existing outlets at the Government Printing Office and the Library of Congress to facilitate the sale and distribution of these reports. In addition to some 150 major unclassified research reports released annually, a wide variety of maps, atlases, charts and pamphlets are also made available to the public. The Office of Public Affairs has responded literally to thousands of individual requests for such materials.

### UNCLASSIFIED BACKGROUND BRIEFINGS

Although the briefing program is not new, the Public Affairs Office has revitalized and expanded this program as a way of reaching the public. Upon the request of a media representative, the Agency frequently provides an unclassified background briefing on substantive issues. The Agency gains no public recognition for the program, but it has won accolades within the ranks of the media for the objectivity, expertise and generosity of Agency personnel. During 1979 some 139 such briefings were provided and some 100 have been arranged through September 1980, all sponsored by the Office of Public Affairs. Media members consistently praise this program for its unique insights and high quality of analysis.

### HANDOUTS

The office has prepared an array of informational materials for the public which are designed to further the public's understanding of the process of intelligence. Heading the list is an innovative informational brochure titled Intelligence: The Acme of Skill, which viewed through the eyes of Agency employees depicts the history, organization, and process of intelligence and its impact on policymakers, and which has proven to be of great value in American classrooms. Other such materials include a factbook, biographic information on senior employees, historical data, bibliographical references, and a host of material of value to researchers. The office has been particularly responsive in providing such materials to high school and college students who request help in researching questions concerning intelligence issues. A major part of this general activity involves the meticulous research that goes into responding to the 60 or so letters received from the public each week seeking answers to specific questions or requesting assistance in locating accurate information.

The success of the Agency's overall public affairs policy and of the individual programs involved, each with its own set of complexities, is directly attributable to the small but dedicated team of people that constitute the Office of Public Affairs at CIA. A small office by any standards (10 professionals, 6 clericals and 4 working part-time) each continually demonstrates a genuine devotion to being helpful to the numerous American citizens encountered in one way or another every day. Daily courtesies, promptness in responding to requests, and resolving complicated problems are but a natural extension of the high standards set by each of them. Courtesy and responsiveness are the hallmarks of this office, always within the constraints of tight security in a secret organization, which only attests further to the ingenuity of this office and its talented people.

With considerable pride I nominate the Office of Public Affairs of the Central Intelligence Agency for the Congressional award for exemplary service to the public.

Additional Members of Office of Public Affairs, Central Intelligence Agency



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Approved For Release 2002/01/11 : CIA-RDP84-00313R000100090002-0

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